

AIRPORTS MARKETING AND PUBLIC RELATIONS COORDINATOR

Class Definition

Under general direction, plans, organizes, and directs the Airports' Marketing and Air Service Development activities, and manages and coordinates Airports' public affairs.

Distinguishing Characteristics

The Marketing and Public Relations Coordinator is a single position class. Reporting to the Director of Transportation, the incumbent plans, organizes, and directs the Marketing and Air Service Development activities. Duties include developing and implementing marketing strategies and activities to attract new/increased passenger and cargo service to Fresno Yosemite International and Chandler-Downtown Airports.

Typical Tasks

(This list is neither inclusive nor exclusive. Consequently, this information may not reflect Essential Functions for these classes.)

Plans, organizes, and directs the Marketing and Air Service Development activities for Airports.

Performs marketing functions, including development of the Airports marketing plan.

Researches, analyzes, and develops potential airline markets.

Prepares reports, correspondence, and a variety of written materials and determines release of information.

Prepares and distributes press releases, newsletters, surveys and community presentations; functions as Airports spokesperson and primary media contact.

Coordinates educational tours, special events, terminal exhibits and receptions.

Performs promotional activities to expand existing programs and uses of the Airports' properties.

Performs advertising and special event activities designed to promote the Airports' image, air service and community involvement.

Coordinates the production of advertising brochures, pamphlets, etc., with the Airports Properties Division.

Establishes and maintains positive interaction as Airports liaison with business, travel agents, local, state and regional governmental representatives and aviation agencies.

Maintains responsibility for the historical library of information, photography and resources specific to the Airports' progress and development.

Assigns, directs, and supervises the work of support staff.

Performs related duties as required.

Knowledge, Abilities, and Skills

Knowledge of the aviation industry issues and airport/airline operations.

Knowledge of air transportation Federal and State regulations, legislation, and budgetary qualifications.

Knowledge of sales and marketing techniques specific to aviation business and tourism.

Knowledge of advertising methods, including graphic design layouts, electronic broadcast and print media and web page.

Knowledge of and ability to implement public relations practices and procedures.

Ability to conduct market research and analytical studies.

Ability to plan, organize, and direct the work of subordinate staff.

Ability to establish and maintain effective working relationships with concessionaires, facility users, outside agencies, employees, the media, and the public.

Ability to communicate effectively both orally and in writing.

Ability to establish and maintain an effective network with both the public and private aviation sectors.

Ability to prepare clear, concise, and comprehensive reports, correspondence and other materials.

Minimum Qualifications

Graduation from an accredited college or university with a Bachelor's Degree in marketing, business administration, public administration, public relations, advertising or closely related field; and one year of experience in management of a marketing or public relations program at a small hub or larger commercial airport. Additional qualifying experience may be substituted for the required education on a year-for-year basis.

Necessary Special Requirement

Possession of a valid California Driver's License required at time of appointment.

APPROVED: _____
Director

DATE: _____

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